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SECURITIES AND EXCHANGE COMMISSION

WASHINGTON, D.C. 20549

FORM 10-Q

[X] QUARTERLY REPORT PURSUANT TO SECTION 13 or 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

Q
92-2218

For Quarter Ended January 31, 1992

OR

[ ] TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

For the transition period from _____ to _____

Commission file number 1-8536

PLAZA COMMUNICATIONS, INC.
(Exact name of registrant as specified in its charter)

California	95-3053189
(State or other jurisdiction of incorporation or organization)	(I.R.S. Employer Identification number)

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MAR 20 1992
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Q-Data Corp. - St. Petersburg, FL

18818 Teller Avenue Irvine, California	92715
(Address of Principal Executive Offices)	(Zip Code)

Registrant's telephone number, including area code (714) 851-2220

L30

Former name, former address and former fiscal year, if changed since last report

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities and Exchange Act of 1934 during preceding 12 months (or such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days. Yes X No_____

Indicate the number of shares outstanding of each of the issuer's classes of common stock, as of the latest practicable date: February 29, 1992; 3,488,025.

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PLAZA COMMUNICATIONS, INC.

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PLAZA COMMUNICATIONS, INC.
CONDENSED BALANCE SHEETS

	January 31 1992	July 31 1991
Assets	(unaudited)	
Current assets:		
Cash	$216,114	$58,381
Trade accounts receivable, net	180,624	354,742
Subscriptions receivable, net	0	6,098
Prepaid publication costs	8,130	17,121
Prepaid expenses and other assets	27,542	45,533
Income tax receivable	1,147	4,147
Officer loan	95,000	0
Total current assets	528,557	486,022
Equipment, at cost	413,289	392,308
Less accumulated depreciation	(290,264)	(267,264)
Net equipment	123,025	125,044
Total assets	$651,582	$611,066
Liabilities and Stockholders' Equity		
Current liabilities:		
Current portion of note payable	$6,313	$6,313
Accounts payable	50,935	158,289
Customer deposits	127,013	87,594
Accrued liabilities	54,500	73,733
Deferred advertising revenue	22,512	22,512
Total current liabilities	261,273	348,441
Note payable	14,804	18,482
Unearned subscription revenue	0	184,991
Total liabilities	276,077	551,914
Stockholders'equity:		
Common stock, no par value; authorized 10,000,000 shares, issued 3,488,025 shares	2,523,590	2,523,590
Accumulated deficit	(2,148,085)	(2,464,438)
Total stockholders' equity	375,505	59,152
Total liabilities and stockholders'equity	$651,582	$611,066

PLAZA COMMUNICATIONS, INC.
CONDENSED STATEMENTS OF OPERATIONS
(unaudited)

	Three Months Ended January 31,		Six Months Ended January 31,	
	1992	1991	1992	1991
Revenue	$928,771	$1,087,084	$2,012,235	$2,141,645
Costs and expenses:				
Cost of sales	445,555	745,221	997,454	1,360,944
Selling, general and administrative expenses	442,549	498,616	877,902	1,037,466
Operating income (loss)	40,667	(156,753)	136,879	(256,765)
Other income (expense)	2,790	(587)	4,704	982
Gain on sale of Personal Investor	201,770		201,770	
Earnings (loss) before income taxes	245,227	(157,340)	343,353	(255,783)
Income tax expense	19,600	100	27,000	300
Net earnings (loss)	$225,627	($157,440)	$316,353	($256,083)
Weighted average shares outstanding	3,488,025	3,488,025	3,488,025	3,488,025
Earnings (loss) per share	$0.06	($0.05)	$0.09	($0.07)

STATEMENTS OF CASH FLOWS
(unaudited)

	Six Months Ended	
	January 31 1992	January 31 1991
Cash flows from operating activities:		
Net earnings (loss)	$316,353	($256,083)
Adjustments to reconcile net earnings (loss) to net cash provided by (used for) operating activities:		
Gain on sale of Personal Investor	(201,770)	0
Depreciation and amortization	23,000	21,568
Provisions for losses on accounts receivable	27,632	38,306
Changes in assets and liabilities:		
Decrease in accounts receivable	126,224	17,402
(Increase)/decrease in prepaids	12,212	(29,157)
Decrease in income tax receivable	3,000	(4,555)
Increase in officer loan	(95,000)	0
Increase/(decrease) in accounts payable	(107,354)	80,879
Increase in customer deposits	39,419	33,957
Increase/(decrease) in accrued liabilities	(19,233)	3,360
Increase/(decrease) in unearned subscription revenue	(17,091)	47,499
Increase in deferred advertising revenue	0	22,512
Net cash provided by (used for) operating activities	107,392	(24,312)
Cash flows from investing activities:		
Capital expenditures	(20,981)	(28,221)
Proceeds from sale of Personal Investor	75,000	0
Net cash provided by (used for) investing activities	54,019	(28,221)
Cash flows from financing activities-		
Principal payments on note payable	(3,678)	(2,748)
Increase/(decrease) in cash	157,733	(55,281)
Cash at beginning of period	58,381	123,667
Cash at end of period	$216,114	$68,386

NOTES

Basis of presentation

The accompanying unaudited financial statements have been prepared in accordance with the requirements of Form 10-Q and, therefore, do not include all information and footnotes which would be presented were such financial statements prepared in accordance with generally accepted accounting principles. These statements should be read in conjunction with the audited financial statements presented in the Company's 1991 Annual Report to Stockholders. In the opinion of management, the accompanying financial statements reflect all adjustments which are necessary for a fair presentation of the results for the interim periods presented. Such adjustments consisted only of normal recurring items. The results of operations for such interim periods are not necessarily indicative of results to be expected for the full year.

Officer Loan

The Company has extended a loan to an officer of the Company for $95,000. The loan is due upon demand and includes interest at the rate of seven percent per year.

Income Tax Expense

The Company has recognized income tax expense for the six months ending January 31, 1992. Taxes are for the following: California Franchise Tax Board - $20,000; Federal Alternative Minimum Tax - $7,000. The Company uses net operating loss carryforwards to offset earnings in Illinois, New York and for additional Federal income taxes.

Gain on Sale

In November 1991 the Company discontinued publication of Personal Investor and sold the subscriber base. In conjunction with the sale the following assets and liabilities related to Personal Investor were sold:

Accounts receivable	$(26,360)
Prepaid publication costs	(14,770)
Unearned Subscription Revenue	167,900
	126,770
Cash received	75,000
Gain on sale	$ 201,770

MANAGEMENT DISCUSSION AND ANALYSIS

FINANCIAL CONDITION

In November 1991 the Company completed the sale of the subscriber base for Personal Investor. The last issue of Personal Investor published by the Company was the October/November 1991 issue. The Company reported a gain on the sale of $201,770. The Company received $75,000 in exchange for the assumption by the buyer of liability for $167,900 of unearned subscription revenue. The gain was offset by write-offs of $26,360 of subscriptions receivable and $14,770 of prepaid publication costs.

The ratio of current assets to current liabilities, which measures the Company's ability to meet its short-term obligations, was 2.02 at January 31, 1992, as compared to 1.39 at July 31, 1991. The largest factor in the Companys improved current ratio was a 68 percent decrease in accounts payable, from July 31, 1991 to January 31, 1992, due primarily to the discontinuance of Personal Investor. Although cash increased significantly during the same period the increase was more than offset by a decrease in trade accounts receivable.

Cash increased $157,733, from $58,381 at July 31, 1991 to $216,114 at January 31, 1992. The increase is due to the receipt of cash for the subscriber base from the sale of Personal Investor, as well as an increase in customer deposits of approximately $39,000 (as explained later). In addition, reduced costs due to the discontinuance of Personal Investor had a positive effect on cash.

Net trade accounts receivable decreased 49 percent, or $174,118, from July 31, 1991, to January 31, 1992. The decrease in trade receivables was due mainly to the discontinuance of Personal Investor.

There are no subscriptions receivable at January 31, 1992 as compared to $6,098 at July 31, 1991, as those receivables were related to Personal Investor and were written off as part of the sale of the Personal Investor subscriber base. There are no subscriptions receivable for Registered Representative.

Prepaid publication costs decreased $8,991, or 53 percent from July 31, 1991 to January 31, 1992. The decrease is a combination of the write-off of prepaid publication costs associated with Personal Investor and an increase in prepaid publication costs for Registered Representative.

Prepaid expenses and other assets have decreased $17,991, or 40 percent, from July 31, 1991 to January 31, 1992. Approximately $11,000 of prepaid subscription development costs associated with

Personal Investor were expensed after July 31, 1991 against the final issue of Personal Investor. The remainder of the decrease is attributable to the normal amortization of expenses associated with the Company.

The Company extended a loan to an officer of the Company for $95,000. The loan is due upon demand and includes interest at the rate of 7 percent per annum.

Accounts payable decreased 68 percent or $107,354 from July 31, 1991, to January 31, 1992. This decrease is due primarily to the discontinuance of Personal Investor .

Customer deposits increased $39,419 from $87,594 at July 31, 1991, to $127,013 at January 31, 1992. The increase is associated with a corresponding increase in advertising revenue for Registered Representative. Customer deposits include prepaid classified advertising of approximately $75,000, Corporate Profile prepayments of approximately $22,000 and the remainder prepayments for first time advertisers. The discontinuance of Personal Investor had little effect on the balance of the customer deposits account as the balances attributable to Personal Investor were minimal.

Accrued liabilities decreased 26 percent or $19,233 from July 31, 1991 to January 31, 1992. The Company had accrued salaries of approximately $21,000 at July 31, 1991 that were paid during the second quarter of 1992.

The Company no longer has an unearned subscription revenue liability as it was assumed by the buyer in the sale of the subscriber base for Personal Investor. There is no unearned subscription revenue associated with Registered Representative.

RESULTS OF OPERATIONS

The Company recorded operating income of $40,667 and $136,879, respectively, for the three and six months ended January 31, 1992 as compared to operating losses of $156,753 and $256,765, respectively, for the same periods last year. The Company was able to increase profitability due to a decrease in costs associated with Personal Investor and increases in advertising revenues for Registered Representative. Net earnings after taxes of $225,627 and $316,353, for the three and six months ended January 31, 1992 include the gain on the sale of the subscriber base for Personal Investor of $201,770.

Total revenues have decreased $158,313 and $129,410, respectively, for the three and six months ended January 31, 1992, as compared to the same periods last year. Revenues from Registered Representative have increased approximately $176,000 and $274,000, respectively, for the three and six months ended

January 31, 1992, as compared to the same period last year, but these increases were offset by decreases in Personal Investor revenue of approximately $334,000 and $403,000, respectively, for the same periods.

Cost of sales decreased $299,666 and $363,490, respectively, for the three and six months ended January 31, 1992, as compared to the same periods last year. The majority of the decreases are attributable to the elimination of printing and circulation costs for Personal Investor. Printing for the three and six months ended January 31, 1992, decreased $110,735 and $116,574, respectively, from the same periods last year. In addition circulation costs decreased $104,957 and $158,055, respectively, for the same periods. The remainder of the decrease due to the discontinuance of Personal Investor is a combination of art department costs and postage.

Selling, general and administrative expenses decreased $56,067 and $159,564 for the three and six months ended January 31, 1992, respectively, as compared to the same periods last year. The discontinuance of Personal Investor has had a positive effect on selling expenses as the Company has realized savings of approximately $70,000 in salaries, $38,000 in promotional material and $13,000 in travel and entertainment for the six months ended January 31, 1992. General and administrative savings, not directly affected by the sale of Personal Investor, make up the remainder of the decrease in expenses, including decreases in rent, office expense and printing and stationary for the same period.

The Company has recognized income tax expense for the first six months of fiscal 1992 of $27,000. Of the $27,000, $20,000 is attributable to California franchise tax and $7,000 to the Federal alternative minimum tax. The Company has net operating loss carryforwards to offset earnings in Illinois, New York and for the remaining Federal income taxes.

PART II

Other Information

None

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

PLAZA COMMUNICATIONS, INC.

BY _____
Tolman Geffs,
President
Chief Executive Officer

BY _____
Adele K. Wodach,
Chief Financial Officer
Corporate Secretary

DATE: 13 Mar 92